



## **2010 West Virginia Asthma Coalition Annual Asthma Retreat**

Thursday, Aug. 12-Friday, Aug. 13

The Resort at Glade Springs

Daniels, WV

### **In Attendance**

1. Cynthia Keely-Wilson
2. Len Picha
3. Karen Malamut
4. Michelle Poland
5. Lora Lipscomb
6. Nell Stuart
7. Jeanne MacDonald
8. Maryanne Courtney
9. Birgit Shanholtzer
10. Erica Ellis
11. Susie Criss
12. Anita Tracy
13. Jean Tenney
14. Marie Gravely
15. Stephanie Moore
16. Heather Rine
17. Judy McGill
18. Kim Burford
19. Darlene Giroir
20. Mary Veloso
21. Patty Deutsch
22. Vicky Huber
23. Levanda Sims
24. Deloris Wilder
25. Joyce Sherman
26. Teresa Blackwell
27. Adam Baus
28. Michelle Ferris
29. Melody Gwilliam
30. Effie Simovi

31. Darlene Ross
32. Patricia Lally
33. Janet Armstrong
34. Krista Capehart
35. Heidi Putman-Casdorph
36. Geff Bergh
37. Janet Allio
38. Diane Pendleton
39. Cecil Pollard
40. Priscah Mujuru
41. Jeff Neccuzi
42. Megan Moore

## **Minutes**

### **Thursday, Aug. 12**

The 2010 West Virginia Asthma Coalition (WVAC) Annual Asthma Retreat kicked off with WVAC Manager Megan Moore presenting the WVAC's new logo and communication plan. The communication plan entails the following key points:

- SWOT (Strengths-Weaknesses-Opportunities-Threats) Analysis
- Listserv
- Marketing Strategies
  - Constant Contact
  - Viral Marketing (Coach's Asthma Clipboard)
  - Social Media (Facebook, Twitter, and YouTube Pages, and WordPress Blog)
- Media Strategies
  - Press Releases
- Public Relations Tactics
  - Asthma & COPD Awareness Day at the Capitol
- Direct Marketing Strategies
  - Educational Postcard/E-Mails

WVAC President **Len Picha** gave a brief presentation of the WVAC mission and vision statements, goals, subcommittee descriptions, the 2007 NHLBI Guidelines, Guideline Implementation Panel (GIP) six priority messages, and strategies to disseminate messages. See attached PowerPoint.

Each subcommittee gave a brief presentation of their 2009-2010 projects. Attached are Clinical Asthma Management and Schools & Pediatrics presentations.

**Dr. Krista Capehart** addressed "Asthma Health Policy: Can we breathe easier?" The presentation examined HR 3950 and its implications for asthma health policy, assessed

components that could be advantageous or hindering to the mission of the WVAC, and described the implications for moving forward from here.

**Cynthia Keely-Wilson** presented “Addressing Asthma in WV through Evaluation.” The presentation assessed *The Strategic Plan for Addressing Asthma in WV 2010-2014*, the accomplishments and successes of the WVAC and West Virginia Asthma Education and Prevention Program (WV-AEPP), the barriers of the WVAC and WV-AEPP, asthma interventions, evaluation of WV-AEPP, the purpose of evaluation, developing the strategic plan, evaluation planning team, activities for evaluation, membership profile, and the goals stated in *The Strategic Plan for Addressing Asthma in WV 2010-2014*. See attached PowerPoint and handouts.

**Janet Briscoe** from the Kanawha-Charleston Health Department presented “What H1N1 Taught Us About the Flu.” The presentation covered an overview of the 2009 H1N1 Pandemic Response and an overview of the 2010-2011 seasonal flu.

Subcommittees held a breakout session to begin planning for the 2010-2011 grant year.

*Clinical Asthma Management*--At the 2010 WVAC Retreat, the CAM Subcommittee focused on the outline and development of a business model for the Asthma & Spirometry Education (Clinical Pathways) initiative started at Cabin Creek Health Center – Dawes. The intent of the business model is to aid in replication of the intervention at other primary care centers. From this initial discussion, the following two core areas were identified:

1. Financial incentives (which could be payer driven)for taking part in the intervention, including:
  - a. CPT/ICD-9-10 codes for asthma services; extended visit code
  - b. non-durable equipment such as spacers, peak flow meters, mouth pieces
  - c. increased staff utilization of asthma guidelines/resources
  - d. improved patient scheduling
2. Clinical incentives for taking part in the intervention, including:\
  - a. evidence-based asthma guidelines support
  - b. hands-on spirometry training
  - c. improved patient outcomes (improved asthma control)
  - d. decreased emergency visits due to asthma
  - e. decreased hospitalization stays due to asthma
  - f. improved patient adherence to asthma treatment
  - g. improved patient satisfaction/loyalty
  - h. improved provider understanding of evidence-based asthma guidelines
  - i. staff cross-training
  - j. improved staff job satisfaction via improved skill sets
  - k. closer alignment with the medical home model

The group also began to recap the key steps that took place in starting the initiative at the Dawes site. Steps included meeting with the organization’s CEO and medical director to obtain buy-in, and identifying key leadership within the health center. Health center leadership was crucial to project implementation and success.

The group will continue this discussion via teleconference/webinar during the weeks to follow. Adam Baus will contact the CAM Subcommittee to begin the process of scheduling the first follow-up call.

*Community Outreach & Education*— The subcommittee discussed developing a form for people involved with asthma could use to obtain e-mail addresses for asthma patients to receive quarterly or biannually information or newsletters regarding asthma education such as produced by WV Asthma Coalition, American Lung Association, Health & Human Resources, etc. We also talked about the literacy level for e-mails.

*Environmental*—Discussion of the Asthma Friendly Awards Ceremony continued as well as formulating an asthma “lunch-n-learn” program through the Wellness Council of WV. The subcommittee has also been formulating an action plan regarding *Why is Coco Orange?* and distributing it to WV Public Schools about air quality.

*Schools & Pediatrics*—

**Key Activity:** Increase the access to quality asthma care by increasing the number of children that receive Asthma Action Plans as part of their asthma care.

**Population addressed:** School aged children who receive primary care through Rainelle Medical Center (RMC), RMC’s satellite clinic located in Meadow Bridge, or one of its school based Wellness Centers (MeadowBridge, Western Greenbrier Middle School, or West High School).

**Estimated completion Date:** July 2011

**Evaluation Plan and data source:** The electronic medical record (EMR) at RMC, Meadow Bridge Clinic, and, if possible, at the school based Wellness Centers will be used to establish baseline and follow up data before and after medical provider instructional intervention(s).

**Outcome measure(s):** Prevalence of Asthma Action Plans before educational intervention and after educational intervention. Goal: 50% of children who receive asthma care through RMC or satellites to have Asthma Action Plans after year 1 of the intervention.

The Awards Ceremony closed the first day of the Retreat. The following awards were given:

*2009-2010 Coalition Member of the Year*—Joan Skaggs from WV Division of Primary Care

*2009-2010 Subcommittee of the Year*—Clinical Asthma Management and Community Outreach & Education

*Executive Committee*—Len Picha (President), Krista Capehart (Vice President), Adam Baus (Clinical Asthma Management), Heidi Putman-Casdorph (Clinical Asthma Management), Trisha Petite (Community Outreach & Education), Georgia Narsavage (Data Sharing), Jeanne Chandler (Environmental), Paula Fields (Schools & Pediatrics), and Joan Skaggs (Schools & Pediatrics).

### **Friday, Aug. 13**

The second day of the 2010 WVAC Annual Asthma Retreat opened with **Dr. Karen Malamut** from Merck & Co., Inc. presenting the keynote address: “Approaches to Asthma Management: Urban v. Rural—Is There Really a Difference?” This presentation discussed Chicago, IL asthma statistics and how their community is making strides in asthma education. Dr. Malamut provided suggestions for how to apply these asthma interventions in WV.

After the keynote speaker presentation, the Retreat broke into four breakout presentations: Grant Writing, Asthma 101, Keynote Speaker Session and Evaluation Basics for Addressing Asthma in WV. See attached PowerPoint and handouts.

**Dr. Mary Veloso** was the final presenter of the Retreat. The presentation addressed the “Asthma Insight & Management Survey (AIM).” The Asthma Insight & Management Survey is the largest and most comprehensive survey of asthma in the United States conducted in more than a decade. This survey assesses asthma prevalence, the burden of asthma, defining and characterizing asthma symptoms, exacerbations, flare-ups, and attacks, asthma control, asthma management and treatment, attitudes toward asthma and asthma management, and trends in asthma 1998-2009. See attached PowerPoint.

The closing of the Retreat addressed the 2010-2011 calendar:

September 24, 2010 (Friday): Fall Newsletter Released

October 14, 2010 (Thursday): First-Ever World Spirometry Day

November 18, 2010 (Thursday): Fall Quarterly Meeting, Morgantown

December 15, 2010 (Wednesday): Winter Newsletter Released

January 26, 2011 (Wednesday): Asthma & COPD Awareness Day at the Capitol, Charleston

February 24, 2011 (Thursday): Winter Quarterly Meeting, Webinar

April 1, 2011 (Friday): Spring Newsletter Released

May 3, 2011 (Tuesday): World Asthma Day

May 12, 2011 (Thursday): Spring Quarterly Meeting, Beckley

August 10-11, 2011 (Wednesday & Thursday): 2011 WVAC Annual Asthma Retreat, Charleston

Megan Moore also encouraged coalition members to submit an updated membership form, provide feedback on the Retreat evaluations, and complete a leadership nomination form. The

executive committee will be announced Tuesday, Sept. 7. The data sharing subcommittee has also been dissolved and the by-laws will be updated.